



BROOKLYN VILLAGE

Town Hall Meeting

Team: BK Partners LLC



- Peebles Corporation
- Conformity Corporation
- Stantec

Supported by: Perkins & Will | ColeJenest & Stone | Urbane Environments | Yellow Duck Marketing | CBRE | Jennifer Stanton | Legacy Real Estate Advisors | and many more...

The Vision



Project Goals



- Transformative development that meets Second Ward Master Plan goals:
 - Livable, walkable and memorable 18-hour urban neighborhood
 - Variety of housing types with unique infrastructure
 - Unique parks and open space
 - Workforce housing in each phase of development
 - Integration of historic references
 - Neighborhood approach to parking
- Connect Midtown to Uptown

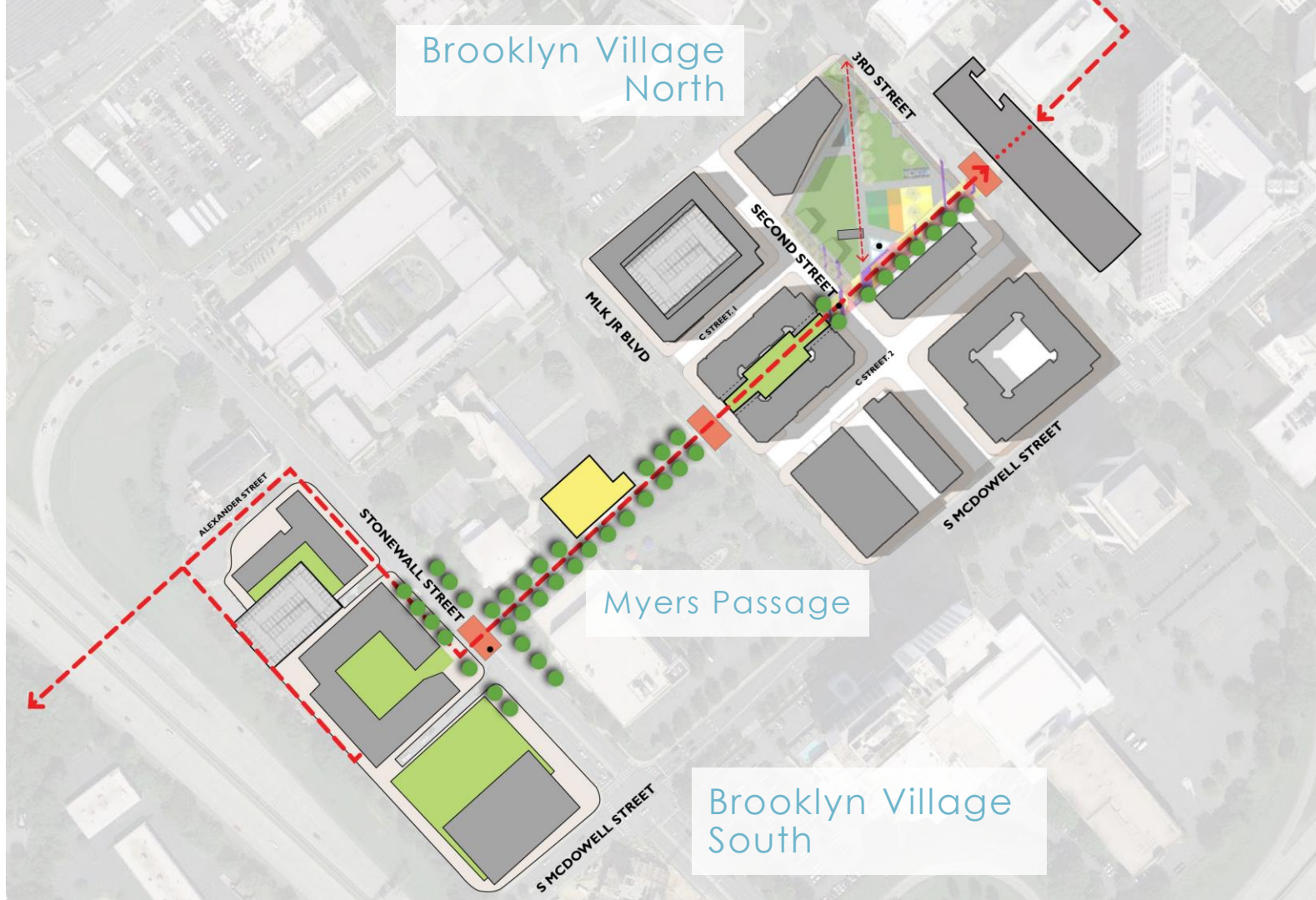


Program

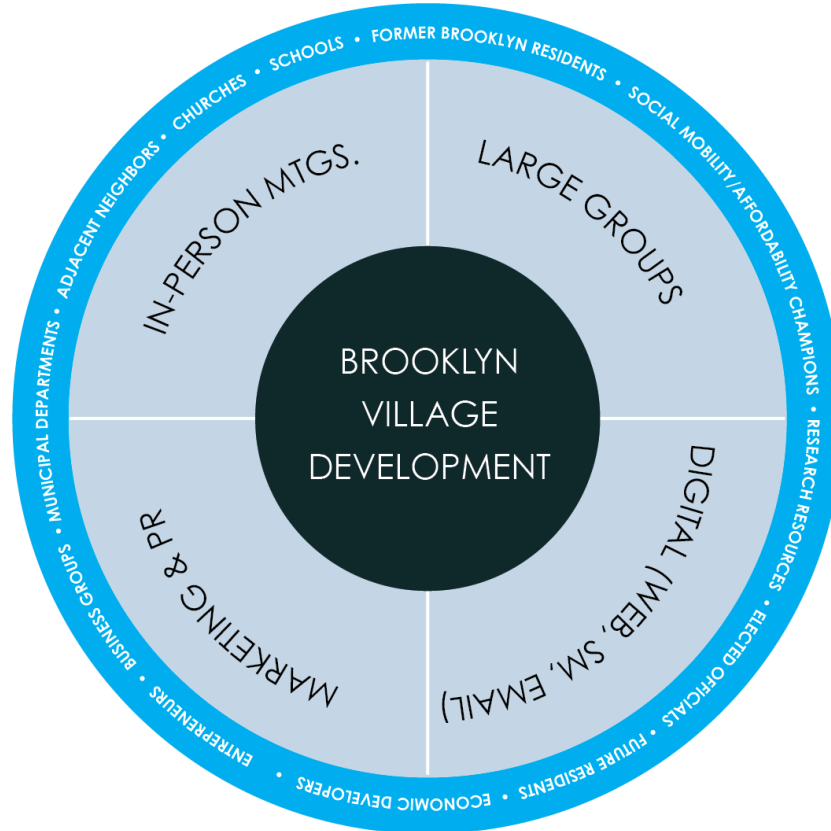
Brooklyn Village

USE	Units	Sq. Ft.
Residential (mixed income apartments & condominiums)	1,243 units	1,187,000
Office		680,700
Retail		252,100
Hotel	280 keys	185,500
Cultural		3,700
Open Space	1.8 acres	
Parking Spaces	2,312 spaces	
Brooklyn Village Total		2,309,000





Community Outreach



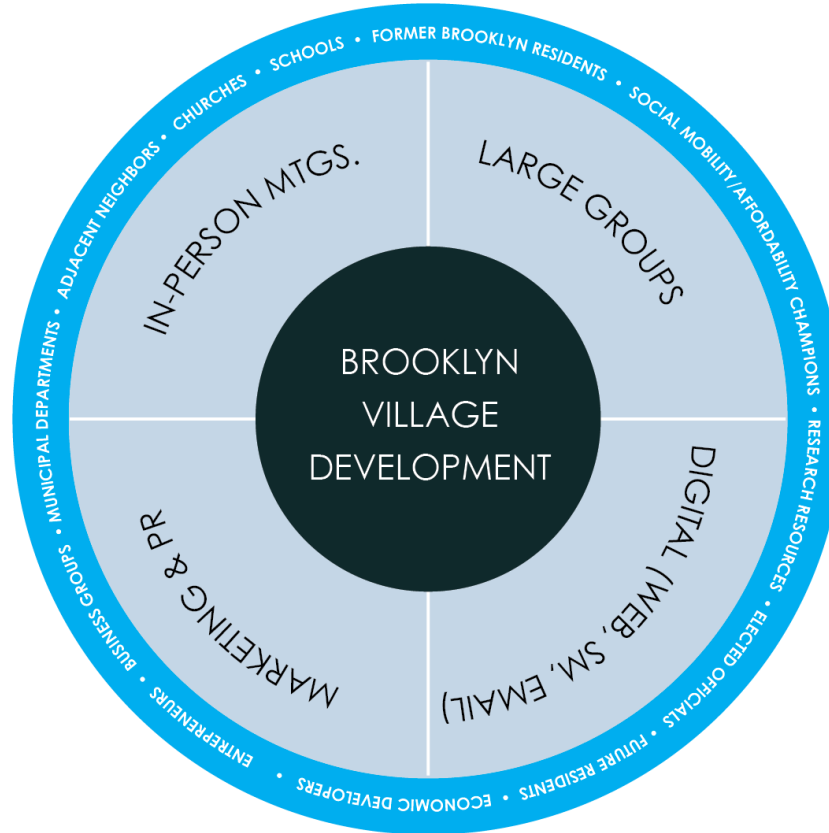


Community Outreach

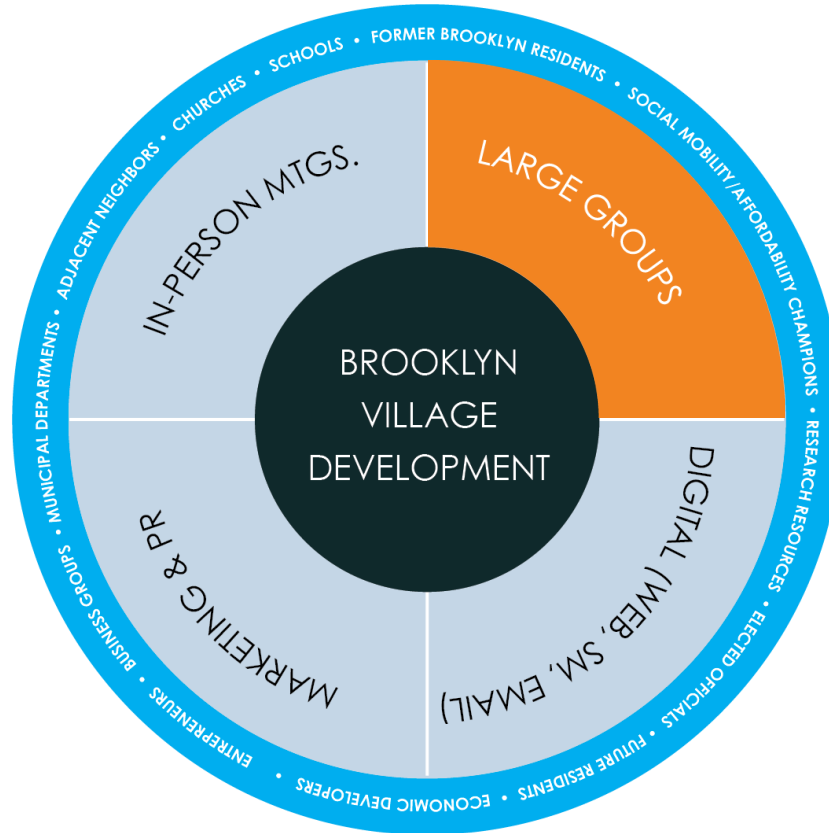
Outreach Strategies or Objectives:

- Broadest community cross section
- Variety of meeting times and locations
- Focus on key topics while inviting other thoughts
- Build in time for reflection and processing of feedback
- Present all public feedback to Board of County Commissioners

Who We Have Reached



Community Outreach

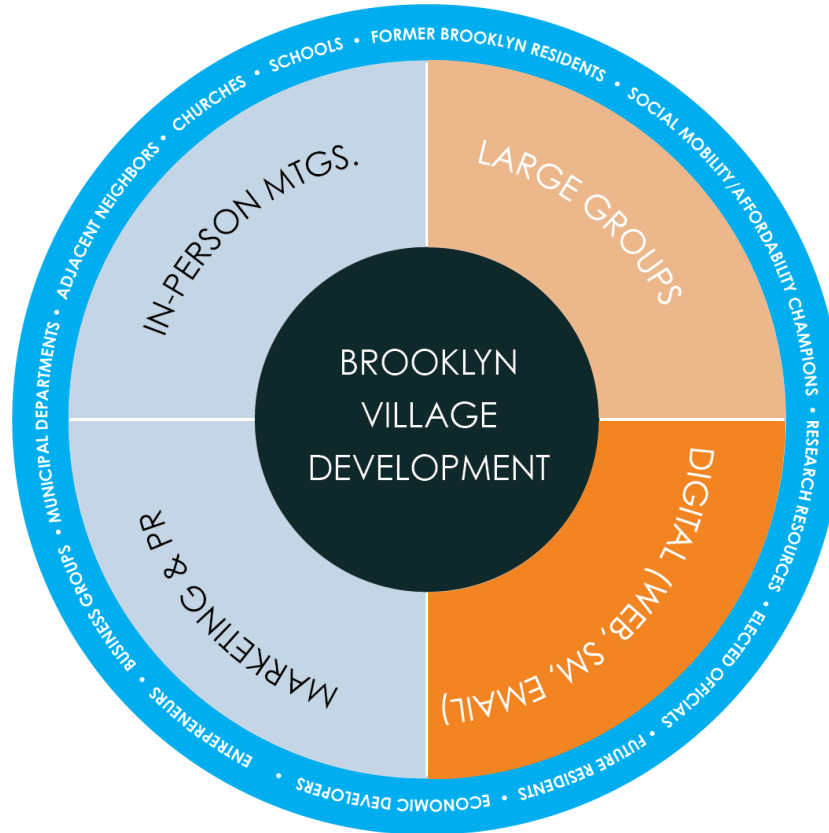


Large Group Meetings

- **Series of engagement meetings offered to provide opportunity for community input**
 - 1 Kickoff Meeting
 - 8 Topical Public Sessions
 - 4 General Information Sessions
 - Town Hall



Community Outreach



Digital Outreach

Brooklyn Village



225 Facebook Followers,
52 Posts,
2,088 Total Engagements
39,009 Impressions



116 Twitter Followers,
109 Posts,
308 Total Engagements,
15,990 Impressions



979 Unique Website Visitors,
1,449 Sessions



Media Outlets posted 15
Articles reaching 95,386
Followers

Mecklenburg County



5,190 Facebook Followers,
13 Posts, 472 Total Engagements,
17,017 Impressions



40,600 Twitter Followers, 39
#BrooklynVillage Posts,
1,109 Engagements, 65,936 Impressions



681 views of 9 Full-length Videos



645 Unique Webpage Visitors,
751 Sessions

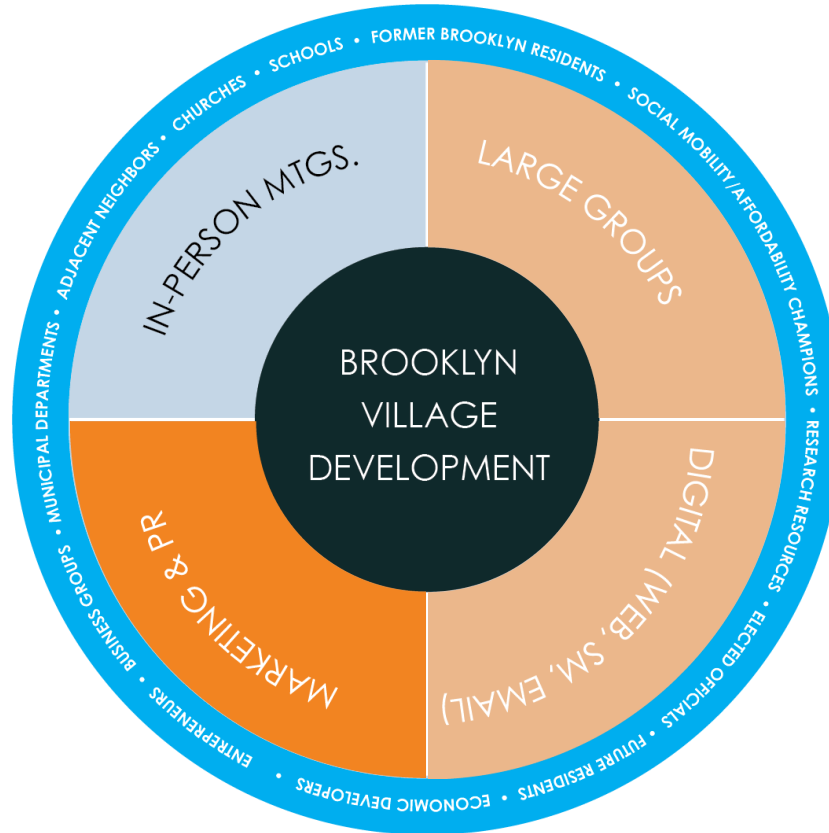


242 Mecklenburg Co. GovDelivery
newsletter subscriber



4,000 NextDoor App Users Reached

Community Outreach



PR Outreach

- Media Outreach and coverage in outlets including:

The Charlotte Observer

The Charlotte Post
The Voice of the Black Community

**CHARLOTTE
BUSINESS JOURNAL**



THE Mecklenburg TIMES

PRIDE  **ONLINE**
MAGAZINE

3 WBTV
ON YOUR SIDE

DEVELOP
clt

Qcitymetro
YOUR SOURCE YOUR VOICE

**TIME WARNER CABLE
NEWS**

 **wsoctv.com**

WFAE  **90.7**

Community Outreach





In Person Meetings

- **Extensive Additional Meetings:**

- Commissioner Leake's Small Business Consortium Meeting
- Ubuntu Community Development Project
- Tuesday Morning Breakfast Forum
- Second Ward High School National Alumni Foundation
- Park & Recreation Commission
- Stonewall Consortium
- Harvey B. Gantt Center for African-American Arts + Culture

Attendees

315

- **Personal Outreach:**

- Hand delivered invitations for History session to **original Brooklyn churches**
- Targeted stakeholder groups & surrounding property owners reached through Direct Mail
- Posted on different groups' Facebook pages

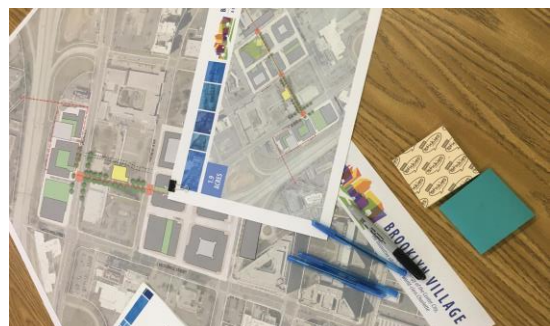
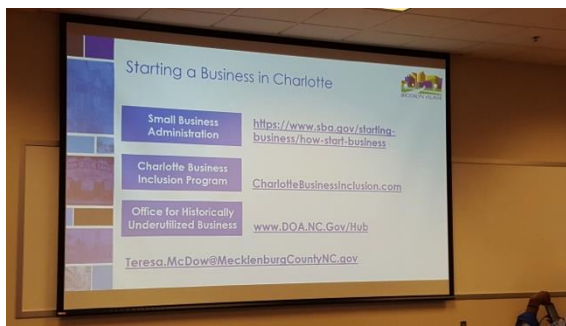
Number

13

170

40

Community Outreach



What We Have Heard

- **Economic Opportunity/MWSBE Participation:**
 - Desire for MWSBE businesses and retailers to participate
 - Challenge of access to capital for small businesses
 - Need for job training (Entrepreneurial Academy)
 - Economic diversity
- **Affordable Housing:**
 - Serve wider range of incomes
 - More units
 - For-sale affordable homes



What We Have Heard

- **Walkability & Connectivity**

- Want walkable community, less reliance on cars
- Safe connectivity for seniors and others to surrounding businesses and services, parks and other parts of Uptown and Midtown

- **Arts & Culture:**

- Space for arts and entertainment
- Desire for theatre or amphitheater for performing arts
- Relocation of Third Ward shotgun houses



What We Have Heard

- **History & Heritage**

- Design that evokes Brooklyn, integrating historical imagery
- Incorporating Brooklyn names into development
- Myers Passage repeatedly well reviewed
- Statues, monuments and historical references



What We Have Heard

- **Open Space**

- Preserve scale of existing park
- Programmable for community events
- Trees to provide shade
- Less hardscaping
- Fountains or water feature
- Family friendly space with features for children

- **General Comments**

- Design Quality / Variety of Architecture
- Sustainability
- Opportunity for churches
- Seniors





Thank You!





Next Steps

- November meeting with Mecklenburg County Commission
- Confirm program elements
 - Consider thematic public input
 - Confirm market assumptions
- Contract negotiation
- Rezoning process/opportunity for community feedback
- Park design/community feedback
- Continued monitoring and stakeholder outreach



Questions?

Connect...



Facebook

brooklynvillageclt



Twitter

@brooklynvlgclt



Websites

brooklynvillage-clt.com

<http://meck.co/BrooklynVillage>